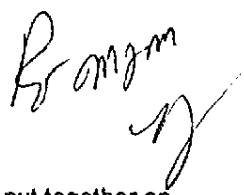


To: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Gambardella, Mark R.,
Brown, Greg
From: Kuruc, Nick
Posted: 1/19/98 7:57
Opened: 1/20/98 14:22
Subject: New World Merchandising



Based on comments from Managers and Sales Reps during last week's "breakout meetings" I have put together an informal Action Plan for formulating and conducting the Discovery Process with key retailers, and finally making decisions with regard to testing New World Merchandising setups.

Attached is a copy of that Action Plan.

If you decide to hold monthly meetings as outlined in the plan for the purpose of discussing merchandising alternatives, please feel free to include Audrey, Lanny or me in the process.

CC: Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Teeter, Gregory,
Feltman, John P., Figueroa, David A., Orourke, Rory, 1200 - New York Region (SCULLYA), Klein, John F.,
Alese, Louann F.

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Key Retailer Discovery Process Action Plan "New World Merchandising"

I. Identify "Potential" Players (top down process, by setup type)

- ◆ **Backbar Setups**
 - Calls that could take a "backbar setup"
 - Considerations
 - ◆ Where will Philip Morris go first
 - ◆ Space behind counter (width/depth)
- ◆ **Hanging APD Setups**
 - Considerations
 - ◆ Display visibility
 - ◆ Ceiling height
- ◆ **Calls For "Other" Setup Types**
 - Still a "player"
 - No room for backbar or hanging APD

II. Conduct Discovery Process To Determine "Players"

- Considerations: When conducting Discovery Process position RJR "upfront" as the Category Advisor/Industry Approach Company

III. Division Meetings

- Meet once per month to
 - ◆ Brainstorm solutions
 - ◆ Discuss Alternatives
 - ◆ Update progress

IV. Merchandising Show

- Invite Top 10 Retailers from each assignment
- Top Chains
- Wholesalers

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